

alliance Quebec Quebec NOTES

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Soap-box time

As we enter the final month of the Quebec election campaign, there is a growing concern amongst both political parties that their fortunes can hang in the balance of as little as one media gaffe. Most Canadians will remember Kim Campbell's "Enemies of Canada" line that was repeatedly broadcast over the course of the 1993 federal election campaign, or John Turner's wandering hands that became the focus of a summer election campaign not too long ago.

This summer's Quebec election campaign has yet to settle into its cliches, but as the last month gets underway, there may be a few tell-tale signs that you may want to monitor (and in some cases even try to foster.)

For starters we should be aware that there are a few measures of true democracy still in effect. A concise, well written letter-to-the-Editor is statistically likely to be read by more people than any other part of the newspaper except the comics. The

key here though is to get published and for that, you need to be clear, concise and well-written.

The US House Majority Leader for many years, Tip O'Neil used to say, "All politics is local", and this truism remains valid. In each constituency in which there is an election battle shaping up, there are concerns and issues that have a completely local complexion. These can often mean win or lose for candidates.

Many different geographic areas will have their different issues. These are often decided by the media rather than the people, but tend to become self-fulfilling as candidates rush to focus on them. For example, it was decided at the outset that "public service cuts" were to be the determining issue in Quebec City and that this meant Johnson would lose.

Key areas are decided by key media. In Montreal there is a fight for voters' attention. With four local, daily newspapers and a dozen TV and radio stations, this market is hard to nail down. In other areas, it is not so hard. Quebec City and many of the "swing" ridings up and down the St. Lawrence and even up the Saguenay are primarily led by Le Soleil.

Polls are unfortunately extremely important in this process. Despite the fact that they have been few up until now, they will be increasing in frequency in the coming month. Whether they are seen to go up or down can be very important for the motivation of political forces. Keep in mind that, at the very least, polls of the same company should be compared with each other.

Advertising has started effective Sunday, August 14. However, many of the contenders seem to be pacing themselves. As consumers of this advertising, you should not only evaluate it but offer feedback on it. Call your local candidate to say where they are going wrong.

Finally, it is worth noting that the televised debates will be very important. At the moment only a French debate is planned. But an English debate is still a possibility. These sessions will be key to many voters.

(If you are looking for Letter-to-the-Editor ideas, you can always call.)

Looking for a Positive Affirmation

Although levels of cynicism have not yet reached the levels of previous years, many voters are approaching this campaign with a certain reluctance.

There seems little impetus to get out and cast a vote for the future when no one party appears to be offering a "positive affirmation."

People generally like to vote for something rather than against something else. Thus far, few people have been stirred by any

Media Days

Day 18 [32]

August 12 - Pierre Bourgault writes in **The Globe** that this election is the big one on separation.

- Parizeau says sovereignty will be a boon for Quebec City.
- Johnson promises farmers money.
- The PQ says Ottawa will fund Q.C. Olympics in a sovereign Quebec.
- A Leger & Leger poll puts the PLQ at 44% and the PQ at 49% (NB this is narrowing of the gap from the last L&L poll)
- Parizeau suggests he could move into Le Citadel as his residence.
- Josee Legault starts a column in **The Gazette**

Day 19 [31]

August 13 - Equality Party chief Keith Henderson is interviewed in a whole B-section front of **La Presse**.

- **The Gazette** B-section front says francophones hold the determining votes.

Day 22 [28]

August 16 - **Le Devoir** prints an explanation and chiding from John McCallum saying that his Royal Bank report was based on Canadian unity and was mis-reported.

- Daniel Johnson promises to make mortgage interest partially deductible.
- It is announced that students will be able to re-register and vote at their universities.
- Johnson apologizes for trying to disassociate himself with Robert Bourassa.
- A **Gazette** editorial explains that speculators like JP Morgan, not Quebecers,

.../over

"What did we do in Rouyn?"

In the 1989 political campaign in the provincial riding of Rouyn-Noranda - Temiskamingue the Parti Québécois candidate Remi Trudel won the riding by 66 votes.

All in all there were 1,418 spoiled ballots. And few of the ridings 3,500 "irrelevant" anglos supported Trudel's opponent.

A SCHEDULE of dates & events in the election's LAST MONTH

Quebec NOTES

PAGE TWO

Monday August 15, 1994
Day 21 of the Campaign
[29 Days to go]

16

17

18

19

20

21

Monday August 22, 1994
Day 28 [12 to go]

23

24

25

26

Saturday August 27, 1994
(Day 33) [17 to go]

Sunday August 28, 1994
(Day 34) [16 to go]

REVISION of ELECTORAL LISTS

Candidate
Nomination Ends

Special
Revision Starts

Monday August 29, 1994
Day 35 [15 to go]

30

31

1

2

3

Sunday, September 4

Televised Leaders' Debate
in French

Day 1 of Advance
Polling

Monday September 5, 1994
Day 42 [8 to go]

6

Wednesday September 7, 1994
(Day 44) [6 to go]

8

9

10

11

Day 2 of Advance
Polling

Special Revision Ends
(Last day to get on
the voters' list)

Monday September 12, 1994
Election Day

Media Days

would profit from a PQ win.

Day 23 [27]

August 17 - The Gazette prints John McCallum's response to the headlines his Royal Bank report caused.

● Johnson promises not to raise taxes either.

● Jean Chretien tells Acadians that French is best preserved in the Canadian federation. The Feds also announce increased minority-language support. The French press barely cover it.

● The Liberal pledge on mortgage interest continues to be discussed.

● Peerless Carpet sells shareholders that customers are complaining about Quebec's uncertainty.

● Parizeau pledges to attack the operating deficit. He says there will be civil service cuts, but not in the same way.

● **Le Soleil** reports that Johnson is still threatening employment security for public servants.

● Jean-Pierre Charbonneau (a Pierre-Marc loyalist) wipes the floor with two other contenders for the South Shore Borduras riding. One is the incumbent pequist and the other Mouvement Quebec Francais head Guy Bouthillier.

● The PQ plans for making Quebec City a major centre are soundly thumped in a **Le Soleil** editorial.

NOTES & SOME KEY RIDINGS

THE NORTH-WEST

Abitibi-Est - L (very PQ in '81)

Rouyn-Noranda - Temiscamingue - PQ

Ungava - PQ (low turnout, win is usually by a margin of a few 100 votes)

LAURENTIANS \ N. SHORE MTL

Argenteuil - L (opened up with Ryan gone)

Bertrand - PQ (by 200 votes in '85)

Blainville - (new from Groulx & Terrebonne)

Deux-Montagnes - L (narrow win in '89)

Groulx - L (by a narrow margin in '89)

Prevost - L (Shawbridge area - stars running)

GASPE \ LOWER ST-LAWRENCE

Bonaventure - PQ (popular by-election win)

Matane - L (rural, Fed. Dept. helped revive)

Rimouski - L (a strong BQ area)

Riviere-du-Loup - L (ADQ Dumont's home)

SOUTH SHORE

Borduras - (new riding; PQ Charbonneau)

Drummond - L (mostly Drummondville)

Iberville - L (Richard Le Hir running for PQ)

La Prairie - PQ (carved out of speaker's riding; incl. St-Constant)

L'Assomption - PQ (when Parizeau didn't run in '85 Libs won it by 200 votes)

Marie-Victorin - PQ (Longueuil)

Point-aux-Trembles - PQ (Michel Bourdon's new riding)

Saint-Hyacinthe - L (now a BQ strong-hold)

Taillon - PQ (Longueuil: Levesque's riding)

Vachon - L (David Payne held in 1981; St-Hubert)

Vercheres - PQ (narrowly held: Beloeil)

MONTREAL - EAST ISLAND

Bourget - L (narrow margin)

Cremazie - L (Jean Campeau faces Michel Decarie; manufacturing, renters)

Gouin - PQ (Andre Boisclair: renters, ethnic)

Mercier - PQ (Perreault in Plateau riding changing demographics)

Rosemont - L (very narrow margins: Guy

Rivard vs. Rita Dionne-Marsolais)

Sainte-Marie - Saint-Jacques - PQ (Andre Boulerice: pre-85 Sainte-Marie was Liberal: incl. Gay village)

Sauve - L (Mtl. North: large Italian pop.)

TOWNSHIPS \ SHERBROOKE

Brome-Missisquoi - L (major employer Hyundai was shut this year)

Johnson - PQ (Acton Vale, Valcourt: by narrow margins)

Saint-Francois - L (Gagnon-Tremblay)

Shefford - L (PQ stronghold won by Libs in recent by-election)

Sherbrooke - L (Lagely industrial, now largely francophone)

THE CHATEAUGUAY VALLEY

Chateauguay - L

QUEBEC CITY SUBURBS

Bellechase - L (East of QC)

Chutes-de-la-Chaudieres - PQ (by 3%: largely agricultural, homeowners)

Portneuf - PQ (was Michel Page for years: went PQ in by-election)

Tachereau - L (manufacturing, renters)

Vanier - L (suburban)

NORTH SHORE

Duplessis - PQ (by 2.5% in '89: low voter turnout: 4,000 aboriginals)

LAVAL

Laval-des-Rapides - L (suburban, renters)

Vimont - L (suburban, industrial)

BLUEBERRY COUNTRY

Robertval - L (Gaston Blackburn won for Libs: ind. us \ Agr: 2,000 Abor.)

Saguenay - L (Maltais a nationalist Lib, by 2% in '98)

MAURICIE

Lavolette - PQ (Agr. & indus: 3,000 aboriginals)

Trois-Rivieres - L (manufacturing)